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ASIAN ART MUSEUM OF SAN FRANCISCO

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MISSION STATEMENT

The Asian Art Museum of San Francisco is a public institution whose mission is to lead a diverse global audience in discovering the unique material, aesthetic, and intellectual achievements of Asian art and culture.

OBJECTIVES:

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San Francisco Public Library

Government Information Center
San Francisco Public Library
100 Larkin Street, 5th Floor
San Francisco, CA 94102

REFERENCE BOOK

Not to be taken from the Library

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implemented and the objectives met in the following manner:

- Dedicating the Museum's resources (collection, staff, and volunteers) to educational purposes;
- Developing programs that will create an increased awareness of Asian art and culture in the general public;
- Developing programs and adopting procedures that will appeal to the frequent museum visitor, the casual museum visitor, and to the general public, and which permit each of them to have a rewarding museum

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MISSION STATEMENT

The Asian Art Museum of San Francisco is a public institution whose mission is to lead a diverse global audience in discovering the unique material, aesthetic, and intellectual achievements of Asian art and culture.

I. OBJECTIVES:

The following, in their order of priority, are the expressed objectives of the Museum's Mission:

- To dramatically increase direct Asian participation in the Museum's programs and activities.
- To increase the participation of non-Asians in the Museum's programs and activities.
- To provide a meaningful popular leisure time alternative for the public.
- To provide meaningful popular educational opportunities for the public.
- To provide assistance to the Asian art professional, scholar, collector, and connoisseur at the highest professional level.

II. IMPLEMENTATION:

The Mission will be implemented and the objectives met in the following manner:

- Dedicating the Museum's resources (collection, staff, and volunteers) to educational purposes;
- Developing programs that will create an increased awareness of Asian art and culture in the general public;
- Developing programs and adopting procedures that will appeal to the frequent museum visitor, the casual museum visitor, and to the general public, and which permit each of them to have a rewarding museum

experience;

- Developing programs and procedures that will be of benefit to the professional, scholar, collector, and connoisseur of Asian Art;

- Joining with other institutions and organizations to develop interdisciplinary programs that make the various forms and aspects of Asian art and culture explicable to Asians and non-Asians alike;

- Promoting and publicizing the collection both in a popular and in a scholarly manner;

- Encouraging the acquisition, study, and display of exemplary Asian art of all periods, cultures, and geographical areas by the Museum and by individuals;

- Protecting and preserving the collection, so that it will continue to be a source of education, enjoyment, and edification for the people of the world.

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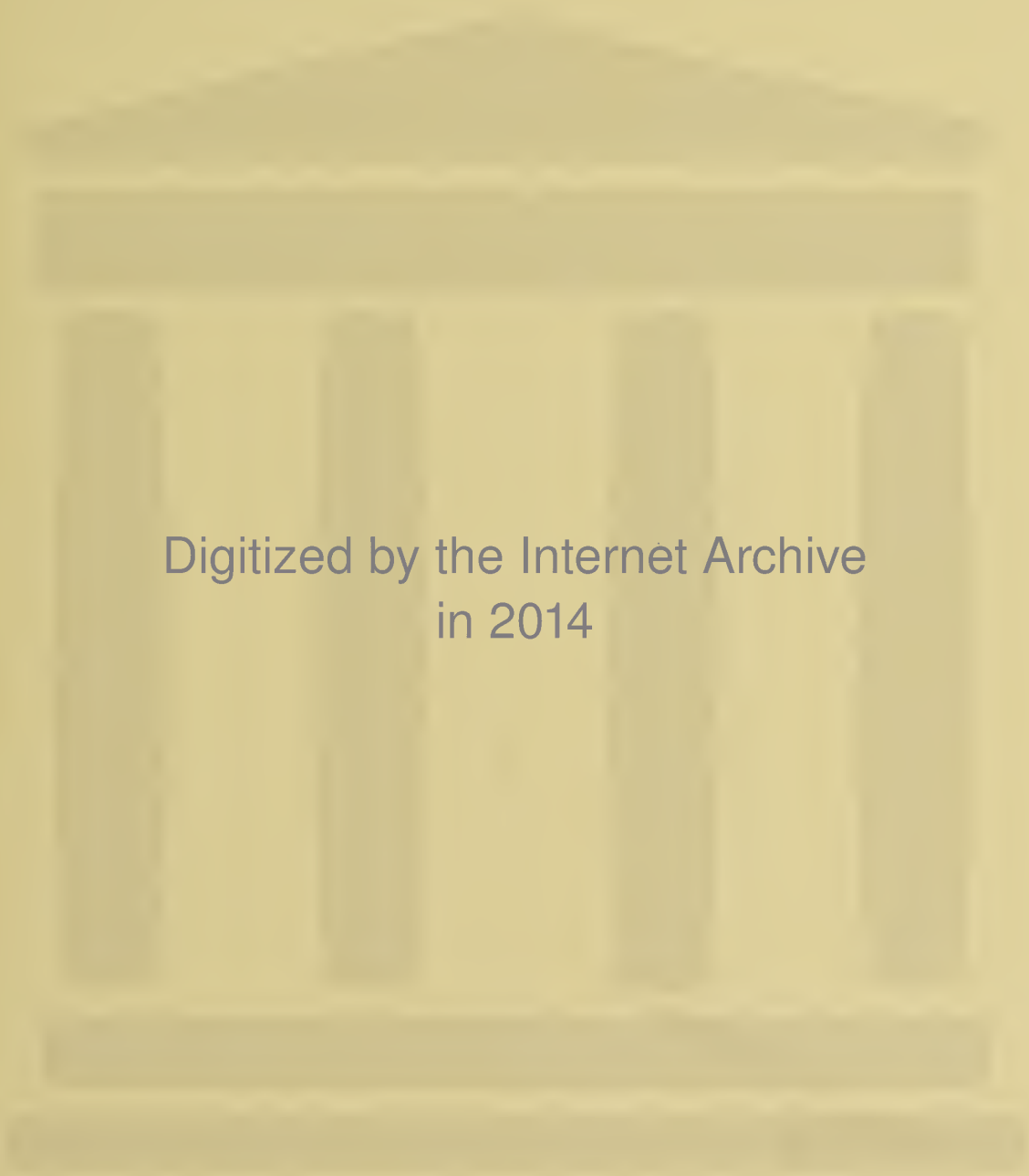
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